GOVERNMENT OF ANDHRAPRADESH
ABSTRACT

School Education – Implementation of a New Programme called "Akshara Andhra" align with the ULLAS scheme, to attain 100% adult literacy across Andhra Pradesh by 2029 through a decentralized, participatory, and Technology-Driven Approach – Orders - Issued.

SCHOOL EDUCATION (PROG.I) DEPARTMENT

G.O.MS.No. 37 **Dated: 25-11-2025**

Read the following:-

1. D.O.No.9-1/2022-NLM.I, Dt. 21-02-2022, the Secretary, Department of School Education & Literacy, Ministry of Education, Government of India.
2. G.O.Rt.No.428, School Education (Prog-I) Department, Dt. 04.10.2024.
3. From the Director, Adult Education (FAC), e-file No. ESE09- 12028/7/ 2025-B-DOAE, Dt:18.07.2025.

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ORDER:

Literacy is a foundational pillar of human development and a key enabler of empowerment, equity, and active participation in society. Andhra Pradesh continues to face significant challenges in adult literacy. As per Census 2011, the State literacy rate stood at 67.41%, below the national average of 74.04%. The Periodic Labour Force Survey (PLFS) 2023–24 further highlights this gap, with the national literacy rate at 80.9% while Andhra Pradesh trails at 72.6%. According to the Caste Survey conducted by Grama/Ward Sachivalayam (GSWS) in February 2024, more than 81 lakh adults aged 15–59 years remain non-literate in the State. This literacy gap is especially severe among women, marginalized groups, and communities in rural, tribal, and backward districts.

2. Andhra Pradesh continues to face significant challenges in Adult Literacy in spite of implementation of various programmes like Saakshar Bharat Mission (SBM 2009-2018), Padhna Likhna Abhiyan (PLA 2020-22), New India Literacy Program (NILP), which is renamed as ULLAS. Though Andhra Pradesh has shown steady improvement in literacy levels over the years, it continues to lag behind the national average.

3. To address this, the State has been implementing the New India Literacy Program (NILP) under the name ULLAS (Understanding of Lifelong Learning for All in Society) from 2024 onwards through which 3.53 lakh non-literates have been made literate in the year 2024-25. However, despite these efforts, Andhra Pradesh requires a customized, State-led literacy mission.

(P.T.O)

4. Accordingly, the Director of Adult Education, in the reference 3rd read above, has submitted proposal for implementation of a new programme called "Akshara Andhra" to attain 100% adult literacy across Andhra Pradesh by 2029 through a decentralized, participatory, and technology-driven approach.

5. Government, after careful examination of the above proposal, hereby accord permission for implementation of a new programme called "Akshara Andhra" align with the ULLAS scheme, to attain 100% adult literacy across Andhra Pradesh by 2029 through a decentralized, participatory, and technology-driven approach, subject to sharing 60:40 fund ratio of Central and State Government.

6. The Vision, Key Objectives, Target Group, Implementation Strategy Preparatory activities, Operationalization of Literacy Centers, Assessment and Certification, Interdepartmental convergence, Monitoring Mechanisam, and Awards are annexed to this Order.

7. The Director of Adult Education; Panchayat Raj and Rural Development Department; Women, Children, Differently Abled & Senior Citizens Department; Gram Secretariat/ Ward Secretariat Department; Planning Department; Higher Education Department; Chief Executive Officer, Society for Elimination of Rural Poverty (SERP); Managing Director, Mission for Elimination of Poverty in Municipal Areas (MEPMA) and Chief Executive Officer, Andhra Pradesh State Skill Development Corporation (APSSDC), shall take further necessary action accordingly, in the matter.

8. This orders issues with the concurrence of the Finance Department, vide their U.O.No.FIN01-FMU0ASD(SE)/12/2025-FMU-SE (Computer No. 2922306), dated: 04.09.2025.

(BY ORDER AND IN THE NAME OF THE GOVERNOR OF ANDHRAPRADESH)

KONA SASIDHAR
SECRETARY TO GOVERNMENT

To
The Director of Adult Education A.P., Mangalagiri, Guntur District.
The Higher Education Department, AP, Secretariat.
The Panchayat Raj & Rural Development, Department, AP Secretariat.
The Women, Children, Differently Abled & Senior Citizens Department, AP Secretariat.
The Gram Secretariat/ Ward Secretariat Department, AP, Secretariat.
The Skill Development and Training Department, AP Secretariat.
The Finance Department, AP, Secretariat.
The Planning Department, AP, Secretariat.
The CEO, SERP, A.P, Vijayawada

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The Mission Director, MEPMA, A.P, Vijayawada.
The CEO, APSSDC, Vijayawada.
Copy to:
All Secretariat Departments.
All HoDs under the control of School Education Department.
OSD to Secretary to CM.
OSD to Chief Secretary to Government.
OSD to Minister for HRD.
PS to Secretary(SE).
SF/SC.

//FORWARDED BY ORDER//

SECTION OFFICER

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Annexure

[to G.O.Ms.No.37 , School Education (Prog.I) Department, dated:25.11.2025]

Implementation of "Akshara Andhra" Programme:

Vision: To achieve 100% adult functional literacy in Andhra Pradesh by 2029 through a decentralized, participatory, and technology-supported mission with a specific target of 25 Lakh learners per year.

Key Objectives:

- To ensure that all non-literate adults (15–59 years) attain reading, writing, and numeracy skills.
- To integrate critical life skills such as digital, financial, health, legal, and civic literacy.
- To establish community-owned learning systems supported by real-time dashboards and digital tools.
- Institutionalize a structured incentive and recognition framework to motivate Volunteer Teachers / Individuals / Community.
- Facilitate linkages with skilling, continuing education, and employment programs for certified learners to support lifelong learning and socioeconomic advancement.

Target Group: Non-literate adults aged 15–59 years with special focus on non-literate women in rural and tribal areas, male workers, laborers and street vendors, SC/ST/OBC and minority populations.

Implementation Strategy: To operationalize the "Akshara Andhra" program in a mission-mode, a robust, multi-tier and convergence-based strategy shall be adopted. Local planning using GSWS, 2024 data, coordination among departments like School Education, WCD, SERP, MEPMA, and GSWS, and community ownership through Volunteer Teachers is essential. During the implementation, focus will be mainly on inclusion of women, SC/STs, minorities, tribal populations, and persons with disabilities using flexible and innovative learning methods. As part of implementation a dedicated Akshara Andhra Dashboard and Mobile Application shall be developed to facilitate real-time data entry, learner tracking, and monitoring of program implementation across all levels.

I. **Preparatory activities:** As part of the preparatory arrangements for the implementation of the Akshara Andhra program, the following key activities shall be undertaken in a time-bound manner.

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- Identification of non-literate individuals shall be carried out in coordination with GSWS and all relevant line departments.
- Suitable venues such as Anganwadi Centers, Government Schools, and Community Halls shall be identified and designated for establishment of Literacy Centers.
- Volunteer Teachers shall be identified and mobilized from SERP, MEPMA, educational institutions, and community networks, and shall be trained through a structured cascade training model. Each Volunteer Teacher will be responsible for a group of 10 non-literates to be made literate during the duration of the training.

II. Operationalization of Literacy Centers: Literacy Centers shall be operationalized with flexible learning schedules based on local occupational patterns, ensuring participation of working individuals and senior citizens through sessions held in the early morning, evening, or on weekends. Each centre shall accommodate 10 learners and be managed by a trained Volunteer Teacher. Community involvement shall be strengthened by engaging Panchayat Secretaries, male leaders, college students, and P4 Margadarshis for mobilisation and volunteer teaching.

The prescribed 100-hour curriculum for Akshara Andhra Program, shall include 15 hours of audio-visual content, 40 hours of classroom sessions, and 45 hours of practical application using worksheets and real-life scenarios. In addition to this supplementary content focusing on daily functional needs (e.g., banking, farming, transport), and gender-sensitive modules on health, hygiene, nutrition, and childcare shall be integrated. Post-literacy linkages shall be established with Skill Development Centers, ITIs, and RSETIs for livelihood-oriented training, including modules on tailoring, food processing, and entrepreneurship.

III. Assessment and Certification: At the end of the course, Foundational Literacy and Numeracy Assessment Test (FLNAT) shall be conducted twice a year (March and September) by the Adult Education Department. It is the responsibility of Volunteer Teachers (VTs) to ensure 100% learner participation. The test will assess Reading, Writing, and Numeracy (50 marks each), with a qualifying mark of 33% per component, and up to 5 grace marks permitted.

Evaluation shall be done at the Mandal/District level by trained evaluators or VTs. VT performance will be linked to learner outcomes for incentive purposes. FLNAT results shall be publicly

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displayed at Panchayat/Village/Ward level to promote transparency, recognize progress, and encourage competition. Each Panchayat/Ward shall prepare a targeted action plan based on the results to bridge literacy gaps and work towards 100% adult literacy.

IV. Interdepartmental convergence:

- **Adult Education Department** shall act as the nodal agency for planning, implementation, monitoring, and reporting. It will manage the Dashboard and MIS and organize orientation sessions at various levels.

- **School Education Department** shall provide Schools for conduct of classes and FLNAT examination under Akshara Andhra Programme. They should encourage the students to take up literacy classes for their parents and relatives as part of project work and social responsibility. NCC and NSS students in schools shall be actively involved in the implementation of the Akshara Andhra program, contributing as Volunteer Teachers and community mobilizers.

- **Higher Education Department** shall facilitate the active involvement of college students, NCC and NSS volunteers, and Jawahar Knowledge Centre (JKC) trainees as Volunteer Teachers (VTs). Students will be encouraged to participate in the literacy program as part of their academic projects, internships, and community service activities.

- **PR&RD Department** will identify venues for Literacy Centres and engage Panchayat Secretaries and elected representatives in mobilization and monitoring the progress. To enhance outreach, the department should promote identification of non-literates through local events and Gram Sabha meetings. Visible displays of progress, such as progress dashboards and Wall of Fame, shall be maintained at the Panchayat level. Additionally, the department shall support literacy efforts among MNREGA Job Card holders, integrating worksite literacy wherever possible.

- **WD&CW Department** shall utilize Anganwadi Centres as Literacy Centres, mobilize women learners, support identification of female VTs, and assist with gender-focused sessions and childcare support. Awareness for these activities will be created through Nutrition Days, VHSNDs, ECCE platforms, and Community Based Events (CBEs).

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- **SERP and MEPMA** shall mobilize SHG members and CBOs as learners and VTs, create awareness, and share data of non-literates with GSWS. The department shall provide SHG buildings, MEPMA halls, and Town Level Federations (TLF) offices for conducting literacy classes and for FLNAT examination under Akshara Andhra Programme.

- **GSWS Department** shall provide verified data of non-literates, support Aadhaar-based authentication, and act as the nodal agency for registration and attendance tracking in the Akshar Andhra portal. The department will facilitate in organization of literacy classes, maintain attendance logs, monitor dropouts, and ensure overall supervision through Welfare & Education Assistants (WEAs) at the Sachivalayam level.

- **APSSDC / Skill Development Department** shall link certified learners to vocational and skill-based training and promote literacy as a foundation for job-oriented courses.

- **Planning Department** shall encourage **P4 Margadarshis** to adopt nonliterates in their assigned villages or mandals and take responsibility for their literacy development.

V. Monitoring Mechanism: A comprehensive digital monitoring application and dashboard will be developed to track progress against literacy targets at district, constituency, and mandal levels in real-time, evaluate the performance of VTs and literacy centres, and capture learner data including enrolment, attendance, learning outcomes, and FLNAT results. Alongside, structured field-level reviews will be conducted weekly and monthly at village, mandal, and district levels, supported by stakeholder feedback systems (both app-based and offline).

VI. Awards & Incentives: To promote motivation, accountability and public participation in the Akshara Andhra program a structured system of incentives and recognition shall be implemented for both individuals and communities by linking to a measurable outcome, such as learner certification, center performance, and achievement of 100% literacy targets.

a. Recognition and Rewards for Volunteer Teachers (VTs) / Individuals: Volunteer Teachers play a pivotal role in implementing the literacy program at the grassroots level. To recognize their contribution and encourage

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performance, a graded digital certification and a special recognition will be awarded on International Literacy Day of every year, based on the number of learners made literate and certified through FLNAT.

Learners made Literate	Certificate Title	Certificate Design and signed by	Recognition as
Min. 20	Bronze Certificate of Merit	Bronze-colored border & medal symbol printed on certificate, certificate signed by District Collector.	Literacy Facilitator
21 – 40	Silver Certificate of Distinction	Silver-themed background with digital/printed on certificate signed by District Collector.	Literacy Mentor
41 – 80	Gold Certificate of Excellence	Gold ribbon design, digital signature of authority, printed gold medal emblem, Certificate signed by Hon'ble Minister, HRD.	Literacy Ambassador
81 - > 100	Platinum Certificate of Honor	Platinum/blue-gold theme, embossed medal symbol, district seal highlight printed on certificate and signed by Hon'ble Chief Minister of AP.	Literacy Champions

b. Wall of Fame: In recognition of exemplary service, the names and contributions of all best- performing Volunteer Teachers (VTs) in achieving 100% literacy shall be displayed on a "Wall of Fame" at the Panchayat Office or at Literacy Centre. This initiative aims to honour their contribution to the Akshara Andhra program and to inspire others to actively participate in the literacy mission.

KONA SASIDHAR
SECRETARY TO GOVERNMENT

SECTION OFFICER